

<i>SERFF Tracking Number:</i>	<i>UTAC-126766208</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Continental General Insurance Company</i>	<i>State Tracking Number:</i>	<i>46603</i>
<i>Company Tracking Number:</i>	<i>GASBG-11-0039.V2</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Mailers</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Mailers/GASBG-11-0039.V2</i>		

Filing at a Glance

Company: Continental General Insurance Company

Product Name: Medicare Supplement Mailers SERFF Tr Num: UTAC-126766208 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed State Tr Num: 46603

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: GASBG-11-0039.V2 State Status: Filed-Closed
Other 2010

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Jackie Cunningham,
Melissa MacLaurin

Disposition Date: 08/31/2010

Date Submitted: 08/25/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Mailers

Project Number: GASBG-11-0039.V2

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 08/31/2010

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 08/24/2010

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 08/31/2010

Created By: Melissa MacLaurin

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Melissa MacLaurin

Filing Description:

Continental General Insurance Company NAIC: 71404 FEIN: 47-0463747

Requesting Approval for Medicare Supplement Letters:

Form Number Form Description

CGI-12-0006-DM-MA-GN Medicare Supplement Letter

CGI-12-0006-DM-MS-GN Medicare Supplement Letter

GASBG-11-0039.V2 Medicare Supplement Letter

Form: Form Number: Serff Number:

Medicare Supplement Plan A-DM CGI-MS-DM-CR-A-AR UTAC-126442762

Medicare Supplement Plan F-DM CGI-MS-DM-CR-F-AR UTAC-126442762

SERFF Tracking Number: UTAC-126766208 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 46603
Company Tracking Number: GASBG-11-0039.V2
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Mailers
Project Name/Number: Medicare Supplement Mailers/GASBG-11-0039.V2
Medicare Supplement Plan G-DM CGI-MS-DM-CR-G-AR UTAC-126442762
Medicare Supplement Plan N-DM CGI-MS-DM-CR-N-AR UTAC-126442762
- Approval 2/25/2010

Dear Analyst:

The forms described above are submitted for your review and approval. The policies were developed for compliance with the amended NAIC Medigap model as required by the Federal Medicare Improvements for Patients & Providers Act of 2008 (MIPPA).

These new 2010 Standardized plan forms will be marketed from our home office on a direct basis, with a coverage effective date of June 01, 2010, or later. The policies will be sold by home office employees and no commissions will be paid to external agents.

The letters are new and does not replace any forms previously approved by your department. The letters will be used with the policy forms described in this cover letter as well as any future approved plans.

Should you have any questions, please feel free to contact me at 866-459-4272, ext. 4794 or by email at MMacLaurin@gafri.com.

Sincerely,

Melissa MacLaurin,
Compliance Analyst

Company and Contact

Filing Contact Information

Melissa MacLaurin, Compliance Analyst
11200 Lakeline Blvd Ste 100
Austin, TX 78717
mmaclaurin@gafri.com
512-807-4794 [Phone]

Filing Company Information

Continental General Insurance Company	CoCode: 71404	State of Domicile: Ohio
11200 Lakeline Blvd., Suite 100	Group Code: 84	Company Type: Life & Health
P. O. Box 26580	Group Name:	State ID Number:
Austin, TX 78755-0580	FEIN Number: 47-0463747	
(800) 880-8824 ext. [Phone]		

SERFF Tracking Number: UTAC-126766208 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 46603
Company Tracking Number: GASBG-11-0039.V2
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Mailers
Project Name/Number: Medicare Supplement Mailers/GASBG-11-0039.V2

Filing Fees

Fee Required? Yes
Fee Amount: \$75.00
Retaliatory? No
Fee Explanation: \$25 per advertisement
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Continental General Insurance Company	\$75.00	08/25/2010	39009038
Continental General Insurance Company	\$75.00	08/31/2010	39143138

SERFF Tracking Number:	UTAC-126766208	State:	Arkansas
Filing Company:	Continental General Insurance Company	State Tracking Number:	46603
Company Tracking Number:	GASBG-11-0039.V2		
TOI:	MS09 Medicare Supplement - Other 2010	Sub-TOI:	MS09.000 Medicare Supplement Other 2010
Product Name:	Medicare Supplement Mailers		
Project Name/Number:	Medicare Supplement Mailers/GASBG-11-0039.V2		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	08/31/2010	08/31/2010

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Stephanie Fowler	08/30/2010	08/30/2010	Melissa MacLaurin	08/31/2010	08/31/2010

<i>SERFF Tracking Number:</i>	<i>UTAC-126766208</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Continental General Insurance Company</i>	<i>State Tracking Number:</i>	<i>46603</i>
<i>Company Tracking Number:</i>	<i>GASBG-11-0039.V2</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Mailers</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Mailers/GASBG-11-0039.V2</i>		

Disposition

Disposition Date: 08/31/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UTAC-126766208</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Continental General Insurance Company</i>	<i>State Tracking Number:</i>	<i>46603</i>
<i>Company Tracking Number:</i>	<i>GASBG-11-0039.V2</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Mailers</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Mailers/GASBG-11-0039.V2</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Medicare Supplement Mailer	Filed	Yes
Form	Medicare Supplement Mailers	Filed	Yes
Form	Medicare Supplement Mailer	Filed	Yes

SERFF Tracking Number: *UTAC-126766208* *State:* *Arkansas*
Filing Company: *Continental General Insurance Company* *State Tracking Number:* *46603*
Company Tracking Number: *GASBG-11-0039.V2*
TOI: *MS09 Medicare Supplement - Other 2010* *Sub-TOI:* *MS09.000 Medicare Supplement Other 2010*
Product Name: *Medicare Supplement Mailers*
Project Name/Number: *Medicare Supplement Mailers/GASBG-11-0039.V2*

Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 08/30/2010
Submitted Date 08/30/2010
Respond By Date 09/30/2010

Dear Melissa MacLaurin,

This will acknowledge receipt of the captioned filing.

The filing fees submitted are incorrect; the new rates under Rule 57 were effective January 1, 2010. Please submit \$50 for each form.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

SERFF Tracking Number: *UTAC-126766208* *State:* *Arkansas*
Filing Company: *Continental General Insurance Company* *State Tracking Number:* *46603*
Company Tracking Number: *GASBG-11-0039.V2*
TOI: *MS09 Medicare Supplement - Other 2010* *Sub-TOI:* *MS09.000 Medicare Supplement Other 2010*
Product Name: *Medicare Supplement Mailers*
Project Name/Number: *Medicare Supplement Mailers/GASBG-11-0039.V2*

Response Letter

Response Letter Status Submitted to State
Response Letter Date 08/31/2010
Submitted Date 08/31/2010

Dear Stephanie Fowler,

Comments:

Response 1

Comments: The additional required filing fees have been added to the total.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you for your time,

Melissa MacLaurin

Sincerely,

Jackie Cunningham, Melissa MacLaurin

SERFF Tracking Number: UTAC-126766208 State: Arkansas

Filing Company: Continental General Insurance Company State Tracking Number: 46603

Company Tracking Number: GASBG-11-0039.V2

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Medicare Supplement Mailers

Project Name/Number: Medicare Supplement Mailers/GASBG-11-0039.V2

Form Schedule

Lead Form Number: GASBG-11-0039.V2

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/31/2010	GASBG-11-0039.V2	Advertising	Medicare Supplement Mailer	Initial		0.000	GASBG-11-0039.V2 (8-4-10).pdf
Filed 08/31/2010	CGI-12-0006-DM-MS-GN	Advertising	Medicare Supplement Mailers	Initial		0.000	CGI-12-0006-DM-MS-GN (8-4-10).pdf
Filed 08/31/2010	CGI-12-0006-DM-MA-GN	Advertising	Medicare Supplement Mailer	Initial		0.000	CGI-12-0006-DM-MA-GN (8-4-10).pdf


GREATAMERICAN[®]
FINANCIAL RESOURCES
Supplemental Benefits Group
P.O. Box 26580
Austin, TX 78755-0580


PRESORTED STD
U.S. POSTAGE
PAID
PERMIT [677]
[AUSTIN, TX]

Important information inside!



**Let GASBG help you find security
in your health care!**


GREATAMERICAN[®]
FINANCIAL RESOURCES
Supplemental Benefits Group



We are contacting you because you previously had your Medicare Supplement policy with one of the Great American Supplemental Benefits Group (GASBG) family of companies. Our message is simple:

You are a valued customer!
We miss you, and we want you back!

As you may or may not know, all Medicare Supplement plans have the exact same benefits regardless of the company. These benefits are standardized by the federal government, so a Plan F with Company A has the exact same benefits as a Plan F with Company B. Therefore, the only difference is in the premiums you are paying – why be overcharged for the same Medicare Supplement Plan?

Great News!! We have recently lowered our rates in your area! Please give us a call at **(877) 227-8213** and we can give you a fast quote to see if we can help lower your premium, while keeping your benefits unchanged. We encourage you to call today to take advantage of our new lower rates – and with no agent that needs to come to your home!

Here are some of the great advantages you have with the Great American family of companies:

- **Great Low Prices** – GASBG has six insurance companies in its family. If we can't find the answer with one company, we have others to choose from!
- **Fast and Easy Quotes** – We have just filed new plans with our trusted carrier Continental General Insurance Company (CGI) and we can quote you right over the phone!
- **Service** – You can enjoy the great service you received in the past along with electronic claims filing through Medicare – this means virtually no claim forms and speedy payment of your claims
- **A Product You Know** – Your Medicare Supplement insurance policy benefits are standardized, no matter what company sells you the policy. Our added value is that we are dedicated to providing you with our superior customer service.
- **Respect for Your Time** – Part of the service we offer is our capability to take applications for our competitive Medicare Supplement plans over the phone! No appointment with an agent is necessary. Just a quick call for a free, no obligation quote to our toll free number is all it takes, **[(877) 227-8213]**.

Thank you for your time. We look forward to speaking with you. Let GASBG help you find security in your health care, make the call today!



Our Family of Companies Include:

Central Reserve Life Insurance Company
Great American Life Insurance Company®

Provident American Life & Health Insurance Company

Continental General Insurance Company
Loyal American Life Insurance Company®

United Teacher Associates Insurance Company

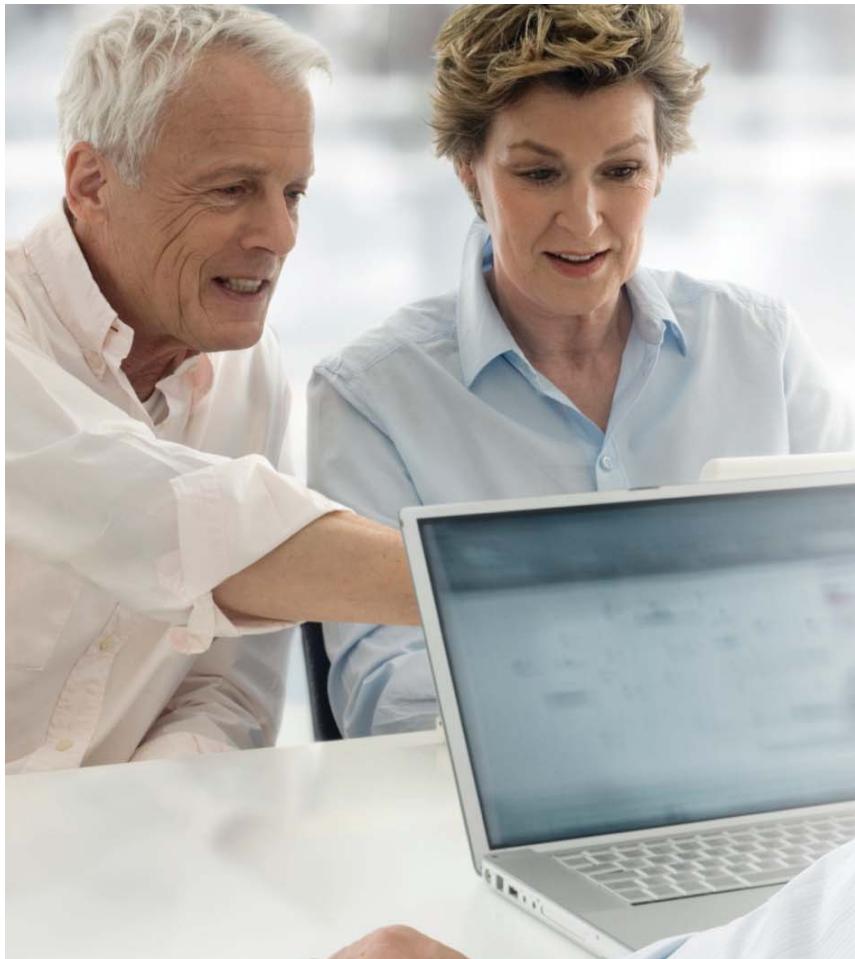
We help bring security to your life.

Medicare Supplement plans underwritten by Continental General Insurance Company. This policy has exclusions, limitations, reductions of benefits and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write your insurance agent or the company. **No insurance company nor its agents are connected with or endorsed by Medicare, Social Security or any other governmental agency.** Do not send any money. You must first complete an application to obtain benefits

The purpose of the marketing material is solicitation of insurance and that contact will be made by an insurance producer or insurance company.

Are You:

- ...Looking to lower your Med Supp premium?
- ...Looking for ways to help pay for the costs that Medicare does not cover?



**You've got Questions about
Medicare Supplement...**

- ▶ Are you **paying too much** for your Medicare Supplement insurance plan?
- ▶ Would you like the **freedom to choose** your own doctor and hospital?
- ▶ Do you want the **security** of guaranteed renewability?

**... Look inside for advice from
insurance experts.**



We've got Answers.

- ✓ You could **save hundreds of dollars** per year without decreasing coverage by calling us.
- ✓ Let our home office Medicare Specialists find the insurance plan and premium to fit your needs and budget.
- ✓ Our Medicare Supplements offer the freedom to choose your Medicare-participating doctor or hospital – **no referrals required!**
- ✓ Rest assured, a Medicare Supplement is guaranteed renewable for life. **As long as you pay premiums, your policy cannot be cancelled for age, medical condition or claims.**

Call today to let our Medicare specialists help. We can complete your application in only 15 minutes and no agent will need to visit your home!

Call us today at [(866) 459-4272].



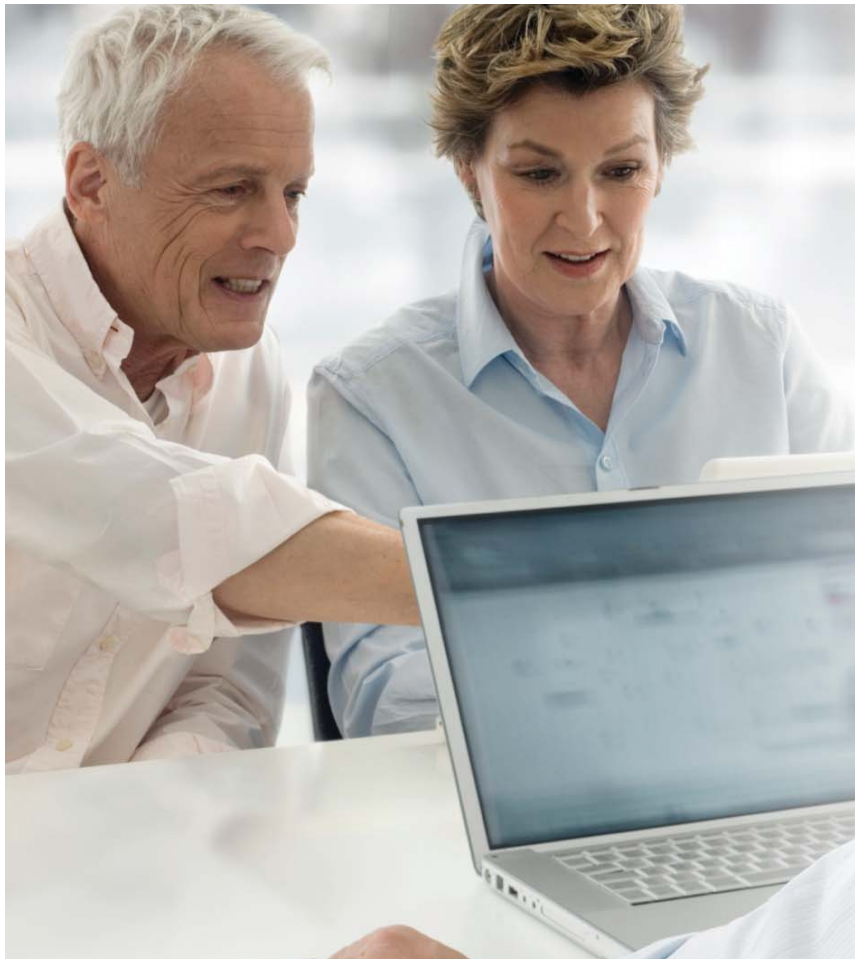
Serving America's Seniors since 1961.

Medicare Supplement plans underwritten by Continental General Insurance Company. This policy has exclusions, limitations, reductions of benefits and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write your insurance agent or the company. **No insurance company nor its agents are connected with or endorsed by Medicare, Social Security or any other governmental agency.** Do not send any money. You must first complete an application to obtain benefits

The purpose of the marketing material is solicitation of insurance and that contact will be made by an insurance producer or insurance company.

Are You:

- ...Losing your Med Advantage coverage?
- ...Looking to lower your Med Supp premium?
- ...Looking for ways to help pay for the costs that Medicare does not cover?



**You've got Questions about
Medicare Supplement...**

- ▶ Are you **paying too much** for your Medicare Supplement insurance plan?
- ▶ Are you one of the approximately **1,000,000** Americans who is **losing Medicare Advantage coverage**?
- ▶ Would you like the **freedom to choose** your own doctor and hospital?
- ▶ Do you want the **security** of guaranteed renewability?

... Look inside for advice from insurance experts.



We've got Answers.

- ✓ You could **save hundreds of dollars** per year without decreasing coverage by calling us.
- ✓ Let our home office Medicare Specialists find the insurance plan and premium to fit your needs and budget.
- ✓ Our Medicare Supplements offer the freedom to choose your Medicare-participating doctor or hospital – **no referrals required!**
- ✓ Many seniors have not been renewed by their Medicare Advantage providers. Rest assured, a Medicare Supplement is guaranteed renewable for life. **As long as you pay premiums, your policy cannot be cancelled for age, medical condition or claims.**

Call today to let our Medicare specialists help. We can complete your application in only 15 minutes and no agent will need to visit your home!

Call us today at [(866) 459-4272].



Serving America's Seniors since 1961.

Medicare Supplement plans underwritten by Continental General Insurance Company. This policy has exclusions, limitations, reductions of benefits and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write your insurance agent or the company. **No insurance company nor its agents are connected with or endorsed by Medicare, Social Security or any other governmental agency.** Do not send any money. You must first complete an application to obtain benefits

The purpose of the marketing material is solicitation of insurance and that contact will be made by an insurance producer or insurance company.